PLL

TRANSMITTAL



lee & hayes plic, inellectual property law

Date: June 8, 2004

Office of Initial Patent Examination's Filing Receipt Corrections To:

Fax: (703)746-9195

From: Debra A. Fugitt

Lee & Hayes, PLLC

Telephone: (509)324-9256 ext. 217

Fax: (509)323-8979

E-mail: debbief@leehayes.com

Re: Correction to Filing Receipt

Filed: Mar 10, 2004 Patent Application Number: 10/798,153

Number of Pages Including Cover Sheet: 3

Please make minor changes to the attached filing Receipt as shown, and provide us with a corrected Filing Receipt.

ž

**Microsoft Corporation is the Assignee of the Application. Please add to Filing Receipt.

Thank you for your help in this matter.



United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Present and Tradomick Offices Address Commissioner For Patents FO. Doz 1450 Alcondus, Vigania, 12315-1450 www.induspress.

IND CLMS **DRAWINGS** TOT CLMS FILING OR 371 ATTY, DOCKET NO FIL FEE REC'D ART UNIT APPL NO. (c) DATE 28 5 MS1-1829US-1086 2611 10/798,153 03/10/2004

CONFIRMATION NO. 5548

22801 LEE & HAYES PLLC 421 W RIVERSIDE AVENUE SUITE 500 SPOKANE, WA 99201

FILING RECEIPT *OC000000012807794*

Date Mailed: 05/28/2004

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Edward A. Ludvig, Redwood City, CA; David de Heer, Woodside, CA: Andrew K. Sheldon, Redwood City, CA;

Assignment For Published Patent Application Microsoft Corporation;

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 05/27/2004

Projected Publication Date: 09/15/2005

Non-Publication Request: No

Early Publication Request: No

Title

Targeted advertising based on consumer purchasing data-

Preliminary Class

725

LICENSE FOR FOREIGN FILING UNDER Title 35, United States Code, Section 184 Title 37, Code of Federal Regulations, 5.11 & 5.15

PH

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1,53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Office of Export Administration, Department of Commerce (15 CFR 370.10 (j)); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

BEST AVAILABLE COPY